

Hydrobaths Journey to Perfect Call Management

About Hydrobaths

Hydrobaths Ramco Marketing Pvt. Ltd. is one stop shop for complete bathroom solutions. They have expanded their portfolio over the years to tiles, faucets, rain showers, steam boxes, saunas, washbasins, EWC, and whirlpools along with some world-renowned innovative light construction materials like SmartBoard and skim coat, sourced from around the world. They use Servetel for their telephonic communications with customers. Servetel's Virtual Number+IVR has scaled their business to new heights.

Challenges Faced and Their Solutions

1. Call Management

Phone calls have been an important business builder for the company since long. But as their business grew, it struggled on many forms, such as:

- Not able to answer every call resulting in missed call
- Manual routing of the call to the right department lacked efficiency
- Not able to track the status
- Call waiting time for callers was quite long at times

All these issues often resulted in less focus on the customer's need and missing out on the sales at times.

Solution - Servetel Making Call Management Easy

Hydrobaths Ramco wanted a single solution that can answer these issues without investing heavily on a call center-like setup. Servetel offered easy call management solution along with IVR.

How Servetel's Call Management and IVR helped:

- IVR attends every call, resulting in zero missed call
- Caller details are added to the log for later follow ups
- Smart call routing with IVR saves the need of manual reception and connects right departments
- As the routing identifies the available extension, waiting time is automatically reduced

Results

- Hydrobaths improved its call management and solved the problem of missed call drastically.
- Call Monitoring increased the agent's efficiency by 50%.
- Waiting time for customers reduced by 60%.



2. Professional Image

Another major challenge for Hydrobaths was how to showcase a professional image to clients as it is one of the leaders in bathroom solutions.

- Lack of professionalism with call answering



Solution- Servetel IVR as Virtual Receptionist

It was very easy for Hydrobaths to display an accomplished image by using the Servetel's professional sounding IVR solution.

How Servetel helped:

- With professional greeting message, the organization portrayed a better image
- On-hold music helped in creating customer delight during the waiting time

Results

- According to customer feedback collected, 70 % of the existing customers were delighted by the new IVR service and faced less troubles in connecting with the company.

3. Maintain Relationship with Customers

Hydrobaths believed in maintaining customer relationships but was out of ideas to do so. They believed customer relations were very important. Hence, they used to manually call or text customers to take feedback.

- Following up with the customer was not streamlined with the traditional phone
- They needed a method to keep the customers in loop with their order status
- Hydrobaths wanted to collect feedbacks more efficiently
- Promoting/remarketing products among existing customers

Solution- Bulk SMS Solution for maintaining customer relations

Bulk SMS solution was a great way to maintain good relationships with customers in sending wishes on special occasions and also a great way of remarketing methods.

How Servetel helped:

- Automated SMS to clients on birthdays, holidays etc.
- Remarketing by sending special discount offers to the existing customers.
- 'Thank you' message was sent soon after the call, automatically.
- Feedback was recorded by using Bulk SMS platform.
- Order tracking status was sent automatically to the client at each step.



Results

- Customer loyalty increased by 60 % after availing the services provided by Servetel.
- Customer feedback collection rate has improved considerably.